



## **Spring Bling – April 18, 2015 Event Summary & Evaluation**

The Spring Bling event on April 18<sup>th</sup> 2015 was The Biggest Sales Day we have had so far in 2015! Attendance was strong. It was an enjoyable time and the season was perfect for this event.

All advertising was well targeted. We did have many people from outlying areas through the store. It would be great to build into our cash register system a way to capture zip codes from every purchaser. This could be very advantageous to our processes to identify this further.

The entertainment and activities were successful and well targeting for our audience. We had many families come out for the event taking advantage of our free vendors for face painting, balloon artistry, on-site petting zoo and free food. Another big win we had that day was the opportunity to increase public awareness of NCC Habitat's milestone – completing our 100<sup>th</sup> Home in 2015!

It was the biggest sales day of the year for us at \$10,617. That is up \$3,000 from last year's sales, a 45% increase year over year. Also of note, we increased our average number of purchases from 197 to 221 on that day, a 12% increase, and served 16% more customers that Saturday than any other Saturday in April.

Opportunities for improvement exist. To cut expenses we did without the DJ/announcer. Although I believe this role can still be successfully eliminated, it was missed. Utilizing our in-house talent and equipment for this need can effectively be done and is needed. Also, moving the Gardening Seminar to the front of the store is an idea we should initiate next year, along with making the speaker and presentation more casual.

In summation, it does increase sales and brings in more customers to have events at the ReStore. It is also a good way to disseminate information to the general public about what NCC Habitat is doing. Activities were well timed and received.

ReStore Spring Bling - Financial Evaluation

Event Date	2014 Event	2015 Event	Net Impact by Number	Net Impact by Percent
Total Sales	\$7,305	\$10,617	\$3,312	45% Increase
Total Number Purchases	197	221	24	12% Increase

\* No MCDC advertising dollars \* WITH MCDC advertising dollars

Also of note - we sold out of raffle tickets for our Chicken Coop. This was a record number of tickets sold. Drawing held on day the day of the event with a big ticket push following event activities.

Raffle Tickets sold 1,000

Total Number of Customers

	Number of Customers	Notes
Saturday in April	161	
Week #1: 4/4	218	
Week #2: 4/11	225	16% above average
Week #3: 4/18 - Spring Bling	169	
Week #4: 4/25		
Average Saturday for the Month	193	